

**Familiar because of “AJINOMOTO, Hai”
Ajinomoto (Cambodia): From a Fast-growing Emerging Country**

The Asian market is at the forefront of our food business, and from the Asian market, we would like to introduce Ajinomoto (Cambodia) Co., Ltd., a company that achieved profitability within a few years of its incorporation.

Ajinomoto (Cambodia) was established in 2009, and its basic seasonings, such as the umami seasoning *AJI-NO-MOTO*® and flavor seasoning *RosDee*®, are widely used in traditional and popular dishes, and have become important seasonings that support the diet and food culture of the people in Cambodia. One of the reasons recognition of AJINOMOTO has spread in Cambodia is that the company has been running TV commercials in Cambodia for more than 10 years, and many people in the country recognize the catchphrase "AJINOMOTO, Hai," which is used in the commercials.

In addition, Ajinomoto (Cambodia) has been implementing a project called the AJINOMOTO Apron Project since 2020 to support individual restaurants, which are struggling under COVID-19. In this project, each Ajinomoto (Cambodia) salesperson gives an apron with the AJINOMOTO logo free of charge to the owner when selling our products to support independent restaurants, and the restaurant is publicized by having its name put on our website, social media, etc. This activity has received a great response from our customers.

Ajinomoto (Cambodia) is committed to contributing to better eating habits and healthier lives for the people of Cambodia. Please take a look at our Cambodia activities in the video below.

↓ Please click on the image below to move to the video.


Reference

AJINOMOTO Apron Project <https://youtu.be/5irzxUbz8R8>

The Ajinomoto Group will contribute to the well-being of all human beings, our society and our planet with “AminoScience” based on the corporate slogan “Eat Well, Live Well.” The Ajinomoto Group has offices in 36 countries and regions, and sells products in more than 130 countries and regions. In fiscal 2022, sales were 1.3591 trillion yen (10.0 billion U.S. dollars). To learn more, visit www.ajinomoto.com.

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